

## IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-2. (Cancelled)

3. (Currently Amended) A method on a web site for pricing a product and/or service, the method comprising:

~~offering-receiving an order for a product and/or service for sale on a first web site, wherein the product and/or service is available for purchase in a plurality of one or more configurations;~~  
~~visiting the second web site;~~  
~~selecting each of the plurality of configurations on the second web site;~~  
~~reading from the at least one competitor's pricing information collected from at least a second web site a price associated with for each of the plurality of configurations;~~  
~~before presenting a selling price to a buyer using the first website, calculating [[a]]the selling price for each of the plurality of configurations of the product and/or service based on the competitor's price prices determined from the second web site as follows: and at least one price factor; and~~

~~in response to the competitor's price being higher than a highest price that a market will bear, set the selling price to the highest price that the market will bear;~~

~~in response to the competitor's price being; i) lower than the highest price that the market will bear and ii) higher than a lowest profitable price at the first web site, set the selling price at the competitor's price;~~

~~in response to the competitor's price being lower than the lowest profitable price at the first web site, set the selling price at the lowest profitable price; and~~

~~offeringpresenting each of the plurality of configurations of the product and/or service for sale on the first web site which has been ordered for the selling price which has been calculated based on the competitor's priceealeculated prices, wherein the at least one price factor includes any one of:~~

~~the highest price that the market will bear for each of the plurality of configurations of the product and/or service on the first web site; and~~

~~the lowest profitable price at which the first web site can sell each of the plurality of configurations of the product and/or service.~~

4. (Currently Amended) The method of claim 3, wherein the ~~at least one price factor further includes;~~

selling price is further adjusted based on information associated with ~~[[a]]the~~ buyer of the product and/or service on the first web site.

5. (Currently Amended) The method of claim 4, wherein the information associated with the buyer of the product and/or service on the first web site includes any one of:

[[the]]a volume of the product and/or service that is being purchased by the buyer;

[[the]]a number of orders previously placed by the buyer on the first web site;

[[the]]a type of equipment owned by the buyer; and

[[the]]a classification of the buyer.

6. (Previously Presented) The method of claim 3, wherein the product and/or service having a plurality of configurations is any one of:

furniture;

a computer;

a car; and

a boat.

7. (Original) The method of claim 6, wherein each of the first web site and the second web site are an e-commerce web site.

8-9. (Cancelled)

10. (Currently Amended) A computer program product executable by a computer, the computer program product comprising computer instructions on a web site for pricing a product and/or service, the computer instructions including instructions for:

~~offering~~receiving an order for a product and/or service for sale on a first web site, wherein the product and/or service is available for purchase in ~~a plurality of one or more~~ configurations;  
~~visiting the second web site;~~  
~~selecting each of the plurality of configurations on the second web site;~~  
~~reading from the~~at least one competitor's pricing information collected from at least a second web site a price associated with for each of the plurality of configurations;  
before presenting a selling price to a buyer using the first website, calculating [[a]]the selling price for each of the plurality of configurations of the product and/or service based on the competitor's price~~prices determined from the second web site as follows: and at least one price factor; and~~

in response to the competitor's price being higher than a highest price that a market will bear, set the selling price to the highest price that the market will bear;

in response to the competitor's price being; i) lower than the highest price that the market will bear and ii) higher than a lowest profitable price at the first web site, set the selling price at the competitor's price;

in response to the competitor's price being lower than the lowest profitable price at the first web site, set the selling price at the lowest profitable price; and

~~offering~~presenting each of the plurality of configurations of the product and/or service for sale on the first web site which has been ordered for the selling price which has been calculated based on the competitor's price~~calculated prices, wherein the at least one price factor includes any one of:~~

~~the highest price that the market will bear for each of the plurality of configurations of the product and/or service on the first web site; and~~

~~the lowest profitable price at which the first web site can sell each of the plurality of configurations of the product and/or service.~~

11. (Currently Amended) The computer program product of claim 10, ~~at least one price factor further includes:~~

selling price is further adjusted based on information associated with [[a]]the buyer of the product and/or service on the first web site.

12. (Currently Amended) The computer program product of claim 11, wherein the information associated with the buyer of the product and/or service on the first web site includes any one of:

[[the]]a volume of the product and/or service that is being purchased by the buyer;

[[the]]a number of orders previously placed by the buyer on the first web site;

[[the]]a type of equipment owned by the buyer; and

[[the]]a classification of the buyer.

13. (Previously Presented) The computer program product of claim 10, wherein the product and/or service having a plurality of configurations is any one of:

furniture;

a computer;

a car; and

a boat.

14. (Original) The computer program product of claim 13, wherein each of the first web site and the second web site are an e-commerce web site.

15. (Cancelled)

16. (Currently Amended) A system for pricing a product and/or service, comprising:

a first web site ~~for offering~~configured to receive an order for a product and/or service for sale, wherein the product and/or service is available for purchase in ~~a plurality of one or more~~ configurations;

a spider for determining on a second web site at least one competitor's price for each of the ~~plurality of~~ configurations of the product and/or service;

a processor for calculating, before presenting a selling price to a user of the first website, the selling [[a]] price for each of the ~~plurality of~~ configurations of the product and/or service based on the competitor's price ~~prices determined from the second web site and at least one price factor~~; and as follows:

in response to the competitor's price being higher than a highest price that a market will bear, set the selling price to the highest price that the market will bear;

in response to the competitor's price being; i) lower than the highest price that the market will bear and ii) higher than a lowest profitable price at the first web site, set the selling price at the competitor's price;

in response to the competitor's price being lower than the lowest profitable price at the first web site, set the selling price at the lowest profitable price; and

a price module for ~~adjusting the prices of~~ presenting each of the ~~plurality of~~ configurations of the product and/or service which have been ordered for the selling price which has been calculated based on the competitor's price to the prices calculated by the processor, ~~wherein the at least one price factor includes any one of:~~

~~—— the highest price that the market will bear for each of the plurality of configurations of the product and/or service on the first web site; and~~

~~—— the lowest profitable price at which the first web site can sell each of the plurality of configurations of the product and/or service.~~

17. (Currently Amended) The system of claim 16, wherein the ~~at least one price factor further includes:~~

selling price is further adjusted based on information associated with ~~[[a]]the~~ buyer of the product and/or service on the first web site.

18. (Currently Amended) The system of claim 17, wherein the information associated with the buyer of the product and/or service on the first web site includes any one of:

[[the]]a volume of the product and/or service that is being purchased by the buyer;

[[the]]a number of orders previously placed by the buyer on the first web site;

[[the]]a type of equipment owned by the buyer; and

[[the]]a classification of the buyer.

19. (Previously Amended) The system of claim 16, wherein the product and/or service having a plurality of configurations is any one of:

furniture;

a computer;

a car; and

a boat.

20. (Original) The system of claim 19, wherein each of the first web site and the second web site are an e-commerce web site.